

Message Text

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ACTION COME-00

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P R 220530Z JAN 76
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 7330
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS SECTION 1 OF 2 CANBERRA 528

SYDNEY ALSO PASS TRADE CENTER
FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJ: FY76 CCP FOR AUSTRALIA: SECOND QUARTER PROGRESS REPORT

REFS: 74 STATE 280182, 75 CANBERRA 6825, 75 STATE 263310

1. INTRODUCTION AND SUMMARY. BUSINESS ACTIVITY WAS RELATIVELY SLACK IN ASUTRALIA DURING SECOND QUARTER FY76 BECAUSE OF UNCERTAINTIES STEMMING FROM BUDGET CRISIS AND SUBSEQUENT ELECTION CAMPAIGN, PERSISTING ECONOMIC RECESSION, AND BEGINNING OF TRADITIONAL AUSTRALIAN CHRISTMAS/SUMMER HOLIDAY SEASON. ALTHOUGH SLACKNESS HAD IMPACT ON CCP CAMPAIGN ACTIVITY AS WELL, THERE WERE NO SIGNIFICANT SHORTFALLS WITH RESPECT TO CAMPAIGN ACTION OBJECTIVES IN MOST CASES YTD GOALS HAVE BEEN SUBSTANTIALLY EXCEEDED. SOME SPECIAL EVENTS WERE POSTPONED INCLUDING A PRINTING AND GRAPHIC ARTS TRADE MISSION, DISTRIBUTION OF AGRICULTURAL EQUIPMENT FILMS, AND A USTC METALWORKING AND FINISHING MACHINERY AND EQUIPMENT MARKETING SEMINAR. ALSO IN MOST CASES UTILIZATION OF PERSONNEL RESOURCES HAS GREATLY EXCEEDED REQUIREMENTS ESTIMATED AT TIME CCP WAS DRAFTED. BUT EXPENDITURE OF FINANCIAL RESOURCES HAS FALLEN WELL BELOW
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REQUIREMENTS ORIGINALLY PROJECTED. THIS WILL BE AMONG

PROBLEMS DISCUSSED AT EAG MEETING EXPECTED TO BE HELD IN FEBRUARY OR MARCH. BECAUSE OF ABSENCE OF E/C COUNSELOR ON HOME LEAVE AND WASHINGTON CONSULTATIONS, AS WELL AS VISITS OF THREE CODELS IN EARLY JANUARY, NO MEETING WAS POSSIBLE THIS QUARTER. REGRET SUBMISSION THIS REPORT ALSO DELAYED SLIGHTLY BY CODEL WORKLOAD. CAMPAIGN AND RPIORITY PROJECTS DETAILS GIVEN IN FOLLOWING PARAGRAPHS. END INTRODUCTION AND SUMMARY.

2. CAMPAIGN NO. 1 PRINTING AND GRAPHIC ARTS EQUIPMENT CAMPAGN.

A. DID NOT SUPPORT 6-COMPANY TRADE MISSION ORGINALLY SCHEDULED FOR OCTOBER 1975, AS MISSION WAS POSTPONED UNTIL MAY 1976.

B. OBTAINED PARTICIPANTS FOR 2 USTC BSP'S. ONE WAS SCHEDULED. (YTD 5, 2 AHEAD OF SCHEDULE).

C. OBTAINED 2 TRADE OPPORTUNITIES. FOUR WERE SCHEDULED. (YTD 3, 5 BEHIND SCHEDULE).

D. MADE 2 PERSONAL CALLS. 12 WERE SCHEDULED. (YTD 36, 16 AHEAD OF SCHEDULE).

E. SUBMITTED TWO ADS REPORTS. NONE WAS SCHEDULED.

F. SEVEN PERSON-DAYS WERE CHARGED TO THIS CAMPAING DURING QUARTER, BRINGING TOTAL FOR YEAR-TO-DATE TO 112, OR 186 PERCENT OF PERSONNEL RESOURCES REUQUIREMENTS ESTIMATED FOR ENTIRE FY76. FIRST QUARTER PROGRESS REPORT (75 CANBERRA 6825) WAS IN ERROR IN REPORTING ONLY 35 PERCENT OF YEAR'S ESTIMATE OF PERSONNEL RESOURCES UTILIZED DURING THAT QUARTER AND SHOULD BE CORRECTED TO 165 PERCENT. NO FINANCIAL RESOURCES UTILIZED DURING SECOND QUARTER, FOR YTD TOTAL OF TWO PERCENT.

3. CAMPAIGN NO. 2 AGRICULTURAL EQUIPMENT

A. OBTAINED NO PARTICIPANTS FOR USTC BSP. ONE WAS SCHEDULED. (YTD ZERO, ONE BEHIND SCHEDULE).

B. MADE 19 PERSONAL CALLS. FIVE WERE SCHEDULED (YTD 25, 15 AHEAD OF SCHEDULE).

C. OBTAINED 7 TOS. FOUR WERE SCHEDULED. (YTD9, ON SCHEDULE).

D. ATTEMPTS TO OBTAIN FILMS FOR DISTRIBUTION TO UNCLASSIFIED

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APPROPRIATE ORGANIZATIONS TO DATE HAVE BEEN UNSUCCESSFUL BUT ARE CONTINUING

E. SUBMITTED 5 ADS REPORTS. NONE WAS SCHEDULED.

F. THIRTY PERSON-DAYS OF PERSONNEL RESOURCES WERE UTILIZED, BRINGING YTD FIGURE TO 55 PERCENT OF YEAR'S ESTIMATED REQUIREMENTS. APPROXIMATELY \$100 OF FINANCIAL RESOURCES EXPENDED TO BRING YTD TO EIGHT PERCENT OF YEAR'S REQUIREMENTS.

4. CAMPAIGN NO. 3 METALWORKING AND FINISHING MACHINERY AND EQUIPMENT CAMPAIGN.

A. USTC MARKETING SEMINAR FOR AUSTRALIAN AGENTS POSTPONED UNTIL FEBRUARY 1976.

B. OBTAINED PARTICIPANTS FOR 2 USTC BSPTS AS SCHEDULED. (YTD 2, ON SCHEDULE).

C. OBTAINED 8 TO'S. FOUR WERE SCHEDULED. (YTD 14, SIX AHEAD OF SCHEDULE).

D. MADE 4 PERSONAL CALLS. FIVE WERE SCHEDULED. (YTD 39, 14 AHEAD OF SCHEDULE).

E. A TOTAL OF TWENTY-FIVE PERSON-DAYS WAS UTILIZED, BRINGING YTD TO 160 OR MORE THAN TWICE ESTIMATED REQUIREMENT FOR ENTIRE YEAR. FIRST QUARTER REPORT (75 CANBERRA 6825) INCORRECTLY STATED ONLY 50 PERCENT USED AND SHOULD BE CORRECTED TO 190 PERCENT. NO FINANCIAL RESOURCES USED DURING SECOND QUARTER AND YTD FIGURE STANDS AT 12 PERCENT OF YEAR'S ESTIMATED REQUIREMENTS.

5. CAMPAIGN NO. 4 BIOMEDICAL EQUIPMENT

A. SUPPORTED OCTOBER 75 USTC MEDICAL EQUIPMENT EXHIBITION WITH 14 COMPANIES. 20 COMPANIES WERE PLANNED.

B. OBTAINED 2 TO'S. 10 WERE SCHEDULED. (YTD 15, ONE AHEAD OF SCHEDULE).

C. MADE 22 PERSONAL CALLS. FIVE WERE SCHEDULED. (YTD 46, 21 AHEAD OF SCHEDULE).

D. HELD ONE MARKETING SEMINAR. NONE WAS SCHEDULED.

E. CAMPAIGN MANAGER SOUGHT BIOMEDICAL EXPERT FOR AUSTRALIAN SPEAKING TOUR.

F. APPROXIMATELY 30 PERSON-DAYS USED, FOR YTD TOTAL OF 43 PERCENT OF TOTAL REQUIREMENTS ESTIMATED FOR YEAR. ABOUT \$150 SPENT, TO BRING YTD TOTAL TO 14 PERCENT OF UNCLASSIFIED

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ESTIMATED FINANCIAL REQUIREMENTS FOR ENTIRE YEAR.

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INFO OCT-01 EA-09 ISO-00 EB-07 USIA-15 /032 W

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P R 220530Z JAN 76

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC PRIORITY 7331

INFO AMCONSUL BRISBANE

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6. CAMPAING NO. 5 INDUSTRIAL AND SCIENTIFIC
INSTRUMENTS CAMPAIGN

A. OBTAINED PARTICIPANTS FOR 2 BSP'S AS SCHEDULED.
(YTD 3, ON SCHEDULE).

B. ORGANIZED NO AUSTRALIAN BUYER GROUPS.

C. MADE 10 PERSONAL CALLS. FIVE WERE SCHEDULED.
(YTD 22, 12 AHEAD OF SCHEDULE).

D. OBTAINED 16 TODAY.

FIVE WERE SCHEDULED. (YTD 46,
36 AHEAD OF SCHEDULE).

E. SPECIAL ASSISTANCE WAS GIVEN REPRESENTATIVE OF
TELESENSORY SYSTEMS OF PALO ALTO IN OBTAINING LOCAL
REPRESENTATION.

F. NINE PERSON-DAYS UTILIZED TO BRING YTD TOTAL TO
15, OR 20 PERCENT OF ESTIMATED REQUIREMENTS FOR YEAR.
TO DATE NO FINANCIAL RESOURCES HAVE BEEN EXPENDED ON
THIS CAMPAIGN.

7. PRIORITY PROJECT: VISIT USA

A. EXPANDED VISIT USA COMMITTEE MET OCTOBER 31 TO
DISCUSS METHODS OF OPERATION AND PROMOTIONAL IDEAS.

B. SUPPORTED VISIT OF DAVID ZIEGLER, REGIONAL
DIRECTOR, USTS TOKYO, FOR DISCUSSIONS ON VISIT USA.

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C. VISIT USA COMMITTEE MET DECEMBER 9 WITH TORUING
DATO GROUP.

D. DURING 6-WEEK TRAINING PROGRAM IN US, SYDNEY FSL
CLAIRE ZSIROSSY HAD DISCUSSIONS WITH USTS WASHINGTON
OFFICIALS, WITH SEVERAL STATE TOURIST AGENCY DIRECTORS,
AND WITH DISNEYLAND AND KNOTT'S BERRY FARM OFFICIALS.

E. THIRTY-TWO PERSON-DAYS UTILIZED. TOTAL OF 77
PERSON-DAYS, OR 128 PERCENT OF PERSONNEL RESOURCES

REQUIREMENTS ESTIMATED FOR YEAR NOW USED. \$55
EXPENDED, FOR TYD TOTAL OF \$175 OR 21 PERCENT OF
YEAR'S ESTIMATED FINANCIAL RESOURCE REQUIREMENTS.

8. PRIORITY PROJECT: WESTERN AUSTRALIAN MAJOR
EXPORT PROJECTS.

A. DISCUSSED LEADER GRANTEE PROGRAM WITH APPROPRIATE
OFFICIALS; TO DATE NO NOMINEE SELECTED.

B. MADE PERSONAL CALLS TO KEEP ABREAST OF ACTIVE
PROJECTS. HOWEVER, ACTIVITY FOR MOST PART AT STAND-
STILL BECAUSE OF CHANGE OF GOVERNMENT ANTICIPATED AT
TIME. PROJECT MANAGER EXPECTS PACE TO ACCELERATE IN
FUTURE WITH ELECTION OF NEW GOVERNMENT.

C. SIX PERSON-DAYS UTILIZED, FOR YTD TOTAL OF 13, OR
13 PERCENT OF ESTIMATED ANNUAL REQUIREMENTS FOR YEAR.
\$50 EXPENDED, FOR YTD TOTAL OF \$98 OR 12 PERCENT OF
REQUIREMENTS.

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